Survey regarding advertising and marketing expenditure

2000. DR. SANJAYA SINH: Will the PRIME MINISTER be pleased to state:

(a) whether it is a fact that there was a survey recently regarding the advertising and marketing expenditure by the Indian companies as per the news item which appeared in the Hindustan Times, on 20th March, 1993 under the caption "Hind Lever Top spender on ADS"; and

(b) if so, what are the details of the findings of that survey?

THE MINISTER OF STATE IN THE MINISTRY OF LAW, JUSTICE AND COMPANY AFFAIRS (SHRI H. R. BHARDWAJ): (a) and (b) The management of A & M journal is reported to have carried out a detailed survey of the companies in collaboration with the Centre for Monitoring of Indian Economy with regard to their expenditure on advertisements and marketing. This survey is reported to be based on the Balance Sheets of 1290 companies. The detailed findings of the survey were published in its March, 1993 issue. The major findings of the survey in respect of top 20 companies are given in the Statements I-IV.

Statement—1

Table showing 20 Top companies spending on advertisement as reported by A&M journal.

Company name	Year ending	AD spend (Rs. CR.)	sales (Rs. CR.)	AD Spend Sales(%)
1	2	3	4	5
Hindustan Lever	9112	44.68	1780.03	2.51
ITC	9203	30.98	2970.82	1.04
Godfrey Phillips	9203	22.98	700.59	3.28
Brooke Bond	9112	21.10	655.50	3.22
Nestle	9112	20.03	397.88	5.03
Colgate-Palmolive	9203	17.39	421.69	4.12
Shaw Wallacex;.	9203	16.19	430.47	3.76
Godrej & Boyce	9203	15.21	703.56	2.16
Peico Electronics	9203	15.07	790.57	1.91
MC Dowell	9203	14.15	336.89	4.20
MRF	9109	13.71	744.83	1.84
Reliance Industries	9203	12.90	2365.08	0.55
Godrej Soaps	9203	11.11	520.28	2.14
Tata Tea	9203	11.11	347.94	3.19

1	2	3	4	5
VST Industries	9203	11.10	542.27	2.05
Bajaj Auto	9203	10.69	1220.67	0.88
Herbertsons	9203	10.58	159.75	6.62
Glaxo	9203	10.35	494.29	2.09
Cadbury	9203	9.90	142.52	6.95
Lipton	9112	9.61	686.64	1.40

Statement—II

Table showing 20 top companies spending on marketing as reported by A&M journal.

Company Name	Year Ending	Mkt. Spend (Rs. Cr.)	Sales (Rs. Cr.)	Mkt. Spend/ Sales(%)
Tamilnadu Petro	9203	34.44	279.75	12.31
Glaxo	9203	32.76	494.29	6.63
GCMMF	9203	32.42	622.81	5.21
Jagatjit Industries	9203	31.44	228.61	13.75
SPIC	9203	29.68	1038 19	2.86
TISCO	9203	28.60	2888.95	0.99
ICI	9203	28.49	877.36	3.25
Asian Paints	9203	27.86	470.29	5.92
Reliance Industries	9203	25.20	2365.08	1.07
Ranbaxy	9203	22.71	403.89	5.62
Telco	9203	21.64	3184.78	0.68
Ashok Leyland	9203	19.53	1056.90	1.85
CESC	9203	18.56	678.71	2.73
Ballarpur Industries	9203	18.29	886.01	2.06
CEAT	9203	18.10	718.45	2.52
ACC	9203	16.26	1416.93	1.15
Mahavir Spg. Mills	9203	16.12	231.56	6.96
Blow Plast	9203	16.08	150.22	10.70
Modi Rubber	9203	15.42	596.55	2.58
Bayer	9203	14.79	219.34	6.74

Statement-III

Table showing 20 *Top companies spending on Advertisement with reference to their total sales as Reported by A & M journal*

Company Name	Year Ending	Ad.sepend Sales (%)	Ad.spend (Rs.crores)	Sales (Rs. CR)
Zandu Pharmaceutical works	9203	12.68	4.35	34.31
Mansarovar bottling company	9203	7.65	0.63	7.84
DLF Universal	9203	7.25	4.28	59.02
Indexport	9112	7.05	8.82	125.17
Cadbury India	9203	6.95	9.90	142.52
Herbertsons	9203	6.62	10.58	159.75
Indian shaving products	9203	6.50	2.97	45.68
Hawkins cookers	9203	6.42	3.28	51.08
Titan watches	9203	6.14	9.52	155.01
Arlem Breweries	9203	6.09	1.07	17.56
J.K Helene curtis	9203	5.97	0.89	14.90
Muller & Phipps (India)	9203	5.75	0.68	11.82
Tainwala Chemicalel & Plastics	9203	5.71	0.61	10.68
J.K. (Bombay)	9203	5.70	1.45	25.46
Reckitt & Colman	9112	5.28	6.84	129.49
Lakme	9203	5.23	5.76	110.23
Nestle India	9112	5.03	20.03	397.88
Dalmia Industries	9203	4.94	3.33	67.39
Hotel Leelaventure	9203	4.73	1.64	34.64
Johnson & Johnson	9203	4.65	7.09	152.58

Statement-IV

Table showing 19 *Top spending companies on marketing with reference to total sales as reported by A & M journal*

Company Name	Year ending	Marketing Spending Sales (%)	Marketing spend (Rs. crores)	Sales (Rs. CR.)
1	2	3	4	5
Shriram Bearings	9109	30.96	10.53	34.01
Intercare	9203	30.12	3.63	12.05
Infar (India)	9203	26.17	13.48	51.50

1	2	3	4	5
Addisons Paints & Chemicals	9203	21.28	6.83	32.09
Tata Uri'ys	9203	20.46	13.71	67.00
Pesticides India	9203	19.12	10.31	53.91
Macmillan India	9203	18.11	2.24	12.37
Akol Breweries	9203	16.13	5.49	34.03
Jagatjit Industries	9203	13.75	31.44	228.61
Needle Industries	9203	12.63	2.34	18.53
Tamilnadu Petro products	9203	12.31	34.44	279.75
Indian Xerographic systems	9203	11.32	2.65	23.41
Blow Plast	9203	10.70	16.08	150.22
Indo Lowenbrau Breweries	9203	10.38	1.70	16.38
Serene Dyestuff	9203	9.93	2.32	23.37
Grauer & well	9203	9.72	3.96	40.73
Pavan Tyres	9203	9.03	9.15	101.37
Precision Fasteners	9203	9.02	5.23	57.98
Kajaria Ceramics	9203	8.95	3.25	36.30

Power generating units based on gases formed under sand dunes

2001. SHRI SATISH PRADHAN: Will the PRIME MINISTER be pleased to state:

(a) whether Government propose to set up power generating units based on gases formed under sand dunes in Rajasthan region, if so, the details of the project;

(b) what would be the cost in comparision with the conventional energy; and

(c) whether Government have explored Kutch (Gujarat) area for setting up such units?

THE MINISTER OF STATE IN THE MINISTRY OF NON-CONVENTIONAL ENERGY SOURCES WITH ADDITIONAL CHARGE OF THE MINISTER OF STATE IN THE MINISTRY OF AGRICULTURE (SHRI S. KRISHNA KUMAR): (a) and (b) Yes, Sir. Project to set up power generating units based on natural gas available under sand dunes of gas fields in Jaisalmer district of Rajasthan have been taken up by Rajasthan State Electricity Board. A 3 MW capacity Ramgarh Gas Turbine Power Station is under construction and is planned to be commissioned during 1993-94. Another project of 35.5 MW capacity Combined Cycle Gas Turbine (CCGT) at Ramgarh has been received from the Rajasthan State Electricity Board and is being processed for clearance/investment decision. The gas for the Ramgarh Gas Turbine Station (3 MW) and Ramgarh Combined Cycle Gas Turbine project (35.5 MW) is envisaged to be supplied from Manhera Tibba field of ONGC and Tanot/Dandewala field of OIL respectively, in Jaisalmer district of Rajasthan. The cost of the above gas based project is compara-